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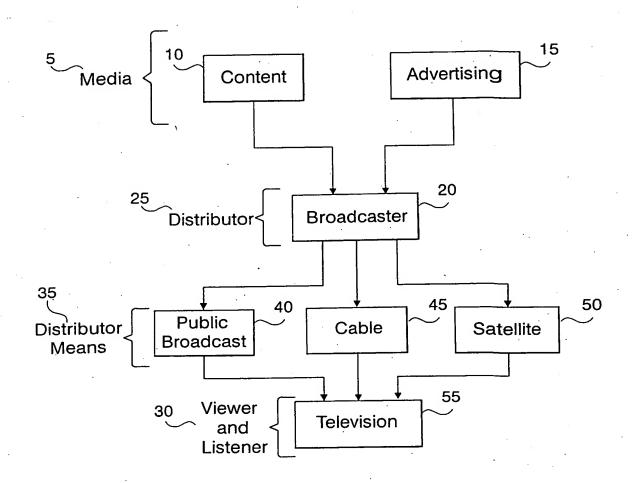


Figure 1 (Prior Art)



KHOO et al. Sheet 2/7 205 220 215 210 Personalized **Entire** Entire Data Advertising Content Media Database Media 226 225 Customized Server Media List Generation 230 Data Network Client Client Client 235 Personalized User Data 240 241 ·

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Figure 2



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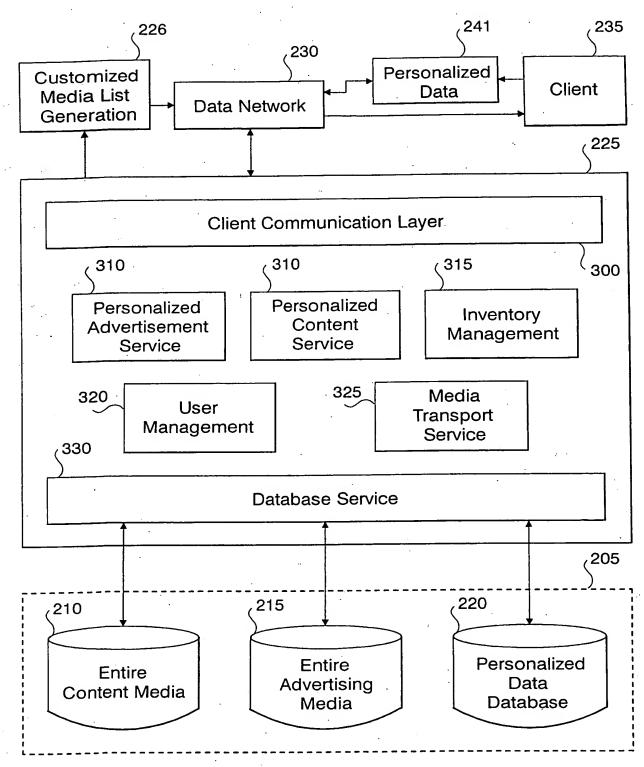


Figure 3



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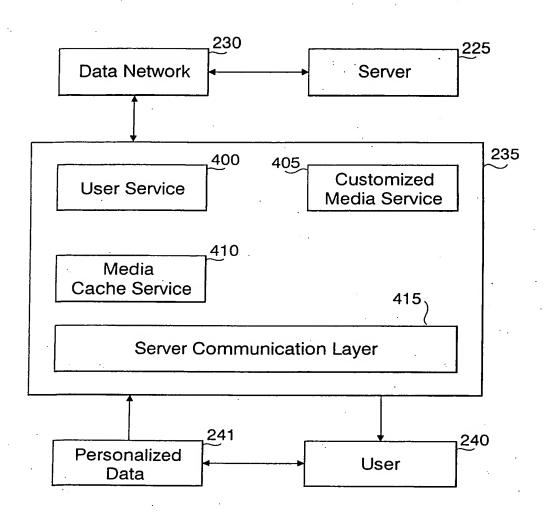


Figure 4



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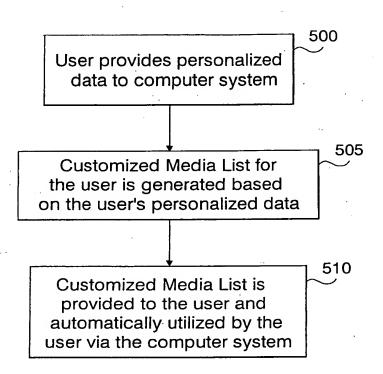
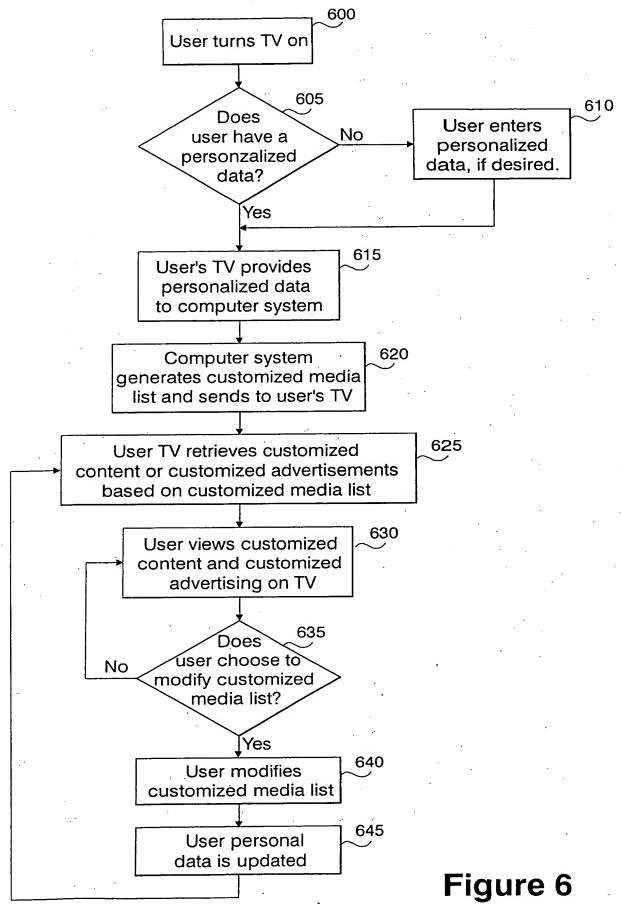


Figure 5



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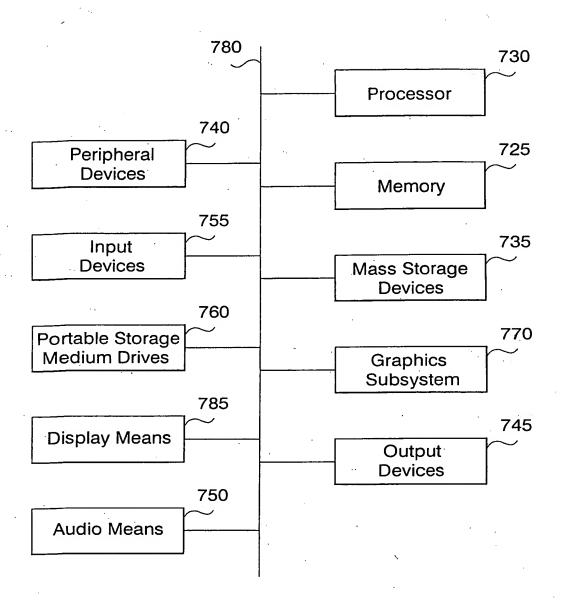


Figure 7